

CLAIM AMENDMENTS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (cancelled).

Claim 2 (withdrawn). A method for routing a customer call to a particular vendor comprising: providing a phone number to a customer, wherein said number is linked with a plurality of consumer category codes, and wherein said customer makes said customer call by dialing said phone and entering one of said plurality of consumer category codes; determining which of said plurality of consumer category codes is entered by said customer; associating said customer call with a consumer category based on which of said plurality of consumer category codes is entered; creating a consumer category database, wherein said consumer category database contains at least one vendor related with said consumer category; selecting one of said at least one vendor to produce said particular vendor, wherein said particular vendor is selected based on a bidding factor, and wherein said bidding factor comprises a bid made to a provider of said phone number; and displaying a source to said particular vendor, wherein said source provides at least some detail on how said phone number is provided to said customer.

Claim 3 (withdrawn). The method as recited in claim 2, wherein said

bidding factor further comprises a preferred vendor status.

Claim 4 (withdrawn). The method as recited in claim 2, wherein said bidding factor further comprises a geographical limiter.

Claim 5 (withdrawn). The method as recited in claim 2, wherein said bidding factor further comprises availability of vendor in said category database.

Claim 6 (withdrawn). The method as recited in claim 2, wherein said bidding factor further comprises a financial range provided by said customer

Claim 7 (withdrawn). The method as recited in claim 2, wherein said bidding factor further comprises a keyword distinction selected by said particular vendor.

Claim 8 (withdrawn). The method as recited in claim 2, wherein said consumer category contains a geographical limitation parameter.

Claim 9 (withdrawn). The method as recited in claim 8, wherein said consumer category codes provide a geographical limitation to said geographical limitation parameter.

Claim 10 (canceled).

Claim 11 (withdrawn). The method as recited in claim 2, wherein said customer enters a plurality of said plurality of consumer category codes.

Claim 12 (withdrawn). The method as recited in claim 2, wherein said customer call is dialed automatically and at least one of said plurality of consumer category codes is entered automatically by said customer choosing said advertisement

Claims 13-17 (cancelled).

Claim 18 (withdrawn). A method for assisting a user in the procurement of a keyword for placing an online advertisement on at least one search engine including: advertising a toll-free number for a product or service sold using said toll-free number, said advertisement including an identifier; routing calls to the toll-free number to a set of first locations, based on a first algorithm; procuring said identifier from a caller and placing said identifier into a database; accessing performance data, said performance data said at least one search engine; determining the relative cost of said advertising for said at least one product; and providing a price target for acquisition of said advertisement.

Claim 19 (withdrawn). The method recited in claim 18, wherein said determining step includes the following acts: retrieving a desired margin for a

sale of a set of at least one product; and applying a set of criteria in order to perform said providing of said keyword price target based on said desired margin, said applying including evaluating said performance data.

Claim 20 (withdrawn). The method as recited in claim 19, wherein said desired margin is based on a percentage of a cost of a placed call.

Claim 21 (withdrawn). The method as recited in claim 19, wherein said desired margin is based on a net margin of said at least one product.

Claim 22 (withdrawn). The method as recited in claim 19, wherein said applying a set of criteria includes the act of linking with a financial software package.

Claim 23 (withdrawn). The method as recited in claim 19, wherein said performance data includes at least data regarding keyword to calls placed ratios.

Claim 24 (withdrawn). A method for acquiring at least one customer procurement tool accessed over the Internet for a telephonic assisted sale including the steps of: tracking performance data related to one or more customer procurement tools; loading a set of at least one financial goal for at least one product; said loading including accessing at least one financial algorithm; analyzing said performance data and said at least one financial goal to calculate a target range; and placing an offer to acquire said at least one

customer procurement tool, wherein said customer procurement tool is a keyword.

Claim 25 (withdrawn). The method as recited in claim 24, wherein said acquiring is bidding on an electronic auction over a network and said placing is conducted electronically.

Claim 26 (currently amended). A method for tracking an effectiveness of an advertisement and for routing a telephone call placed in response to the advertisement, the method including:

placing an advertisement for a product or service on an advertisement medium, the advertisement including a telephonic number for contacting a vendor in order to obtain the product or service and the advertisement including an identification code for indicating an effectiveness of the advertisement;

enabling a potential customer to place a telephone call by entering the telephonic number into a telecommunications network ~~and enabling the potential customer to cause the identification code to be entered into the telecommunications network;~~

based on information ~~other than the~~ not obtained from a telephonic number, selecting a particular one of a plurality of vendors and routing the telephone call through the telecommunications network to the particular one of the plurality of

vendors; and

obtaining the identification code from the telecommunications network and using the identification code to update a database, which is accessible by the particular one of the plurality of vendors, in order to obtain performance information indicating the effectiveness of the advertisement.

Claims 27-29 (canceled).

Claim 30 (previously presented). The method according to claim 26, wherein:

the potential customer places the telephone call by entering the telephonic number into a keypad of a telephone communicating with the telecommunications network; and the potential customer enters the identification code into the telecommunications network by entering the identification code into the keypad of the telephone communicating with the telecommunications network.

Claim 31 (previously presented). The method according to claim 26, which comprises:

associating the identification code with a plurality of vendors;

using the identification code, which is in the advertisement, to specify a

geographic limitation; and

performing the step of selecting the particular one of the plurality of vendors and routing the telephone call to the particular one of the plurality of vendors based at least in part on the geographic limitation specified by the identification code.

Claim 32 (previously presented). The method according to claim 26, wherein the step of selecting the particular one of the plurality of vendors and routing the telephone call to the particular one of the plurality of vendors is at least partly based on a geographic limitation that is specified by the identification code.

Claim 33 (previously presented). The method according to claim 26, which comprises: performing the step of selecting the particular one of the plurality of vendors and routing the telephone call to the particular one of the plurality of vendors based on a financial range provided by the potential customer.

Claim 34 (previously presented). The method according to claim 26, wherein the identification code is a consumer category code associated with the plurality of vendors.

Claim 35 (new). The method according to claim 26, which comprises performing the step of selecting the particular one of the plurality of vendors

and routing the telephone call to the particular one of the plurality of vendors based on the identification code that is included in the advertisement.